

's Queen Diane'

Royal Flush' et Up With tudent Vote

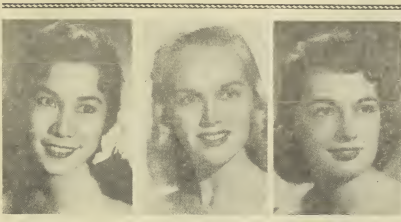
Lita Diane Stevenson, a blonde from Los Angeles, has been elected by the home Young University students to reign over annual homecoming festivities beginning Oct. 20 and whirling with a maze of activities until climax, Oct. 26.

Stevenson is a sophomore majoring in speech therapy. She is the daughter of Mr. and Mrs. Stanley W. Stevenson, Los Angeles. The royal miss also led as Banyan Queen and Formal last year.

Acted as attendants for the queen were Lena Davis, Hooke Molokai, T.H., and Vicki Durrant, American Fork.

According to Election Committee chairman Diane Christensen, the total vote was 2215, the race was "extremely close." "The total vote was gratifying and indicative of a definite voting spate as demonstrated in freshman elections," Christensen.

The queen will be presented crowned at the Homecoming assembly Oct. 24. This will begin a series of events over which she will reign, including the Homecoming parade, football game, pep assembly, receptions and dances. Open public and TV appearances are also scheduled for the week.



LENA DAVIS

DIANE STEVENSON

VICKI DURRANT

HOMECOMING QUEENS — "OUT OF THIS WORLD" ROYALTY TO REIGN

Daily Universe

VOICE OF THE BRIGHAM YOUNG UNIVERSITY COMMUNITY

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Provo, Utah

ut of This World Homecoming . . .

Myriad Events to Spice Week

By Marcela Whaley
Daily Universe Writer

With the hope that the flub "done had it," the Homecoming Committee has planned an "out of this world" homecoming 1957.

The committee has scheduled a series of activities that are designed to make this the biggest "out of this world" homecoming ever," according to Carl Mitchell, chairman.

Brown to Speak
Under Hugh B. Brown will be the speaker at the devotional assembly Oct. 22 in Smith Fieldhouse.

The official souvenir homecoming program will go on sale, Oct. 23. This brochure contains 32 pages of pictures and data about the events scheduled for Homecoming Week. Price of the program is set at 25 cents.

Dances Planned
Four dances will be held Oct. 20 and 24 at 4:30 in the Social Center. The Central Homecoming committee, the queen, and Harvey Kopp, football coach, will be there to give this first major party a big kick off.

A little town in the mountains, remote it might be "Out of This World" will be the scene of the Homecoming assembly Oct. 24. The program will feature a Russian dance, a dancing a Spanish number, and a variety of events.

Starter and trio finalists will

represent their organizations in the annual competition which will be held at 7:30 p.m. in Smith Fieldhouse, Oct. 24.

Judges to Select
Judges will select the best house and dormitory decorations both on and off campus at 4 p.m. Oct. 25. Three trophies will be presented to the residences with the most outstanding decorations.

The Queens Banquet honoring the Homecoming Queen and her two attendants and past student-body presidents will be held at 5:30 p.m. Oct. 25. Student-body presidents from 1909 to the present will be honored. Special guests will include the Board of Trustees, Pres. Wilkinson, parents of the queens, and the Homecoming Committee.

Schedule Rally
Immediately following the Frolics, a pep rally and street dance will be held in the Heritage Halls parking lot, with Dick Ballou's band providing music. The football coaches will also be in attendance.

Homecoming parade with the beauty and pageantry of past homecomings will begin at 9:30 a.m. Oct. 24. The course of the parade will run from 3rd West on Center Street to University Ave and 8th North.

Floats Sponsored
Floats sponsored by various BYU groups, 15 marching bands from Utah, Idaho and Wyoming,

and several marching units will make up the parade.

Class reunions will be held after the parade. Social, service and religious units will hold open-house at 12 noon.

Denver on Hand
Denver University's football team will be on hand to provide a little excitement when they clash with BYU footballers in the stadium at 1:30 p.m. for the big attraction, the Homecoming game.

The official Homecoming open house in the multi-purpose room of Smith Family Living Center will follow the game. Everyone is invited to meet Pres. Wilkinson, Webb Crockett, student-body president, and the Homecoming queens at this openhouse.

Special Guests
Governor George D. Clyde, and Noble Weight will be among the special guests at the Alumni Banquet which will be held at 5:30 p.m.



PARADISE IN PARADISE—Performers for Thursday assembly look elated (or is it dangerous?) at prospect of successful program. Making with the stars are (from right) Chuck Stevenson, Tavita itesmanu, Joyce Wiltbank, and (sitting) Marvin Burton and Eleanor Peterson.

udent Assembly To Feature Impse of Polynesian Culture

outh Pacific culture will be day during Thursday's student assembly in Smith Fieldhouse at 9 a.m.

The Ora Club, featuring the idea of New Zealand, Afo Club, featuring the Samoan, and the Hawaiian Club will give glimpses into Polynesian areas with traditional dances, songs and music.

music of guitars, ukuleles and drums, narrators will explain the strange cultures.

A dangerous knife dance will be staged by Anna Joy Woffenden, of Samonon Club.

War dances, hula dances and tribal chants will provide a fascinating assembly students are assured by Sharon Reid, assembly publicity chairman.

Social Units State Rules For Rushing

Rushing procedure for social units and interested rushers has been outlined by Central Rush Committee Co-Chairmen Deanna Duffin and Steve Craig.

There are many openings for social unit members according to Miss Duffin. "This will be one of the finest rushes," she said. "The units are looking for leaders and active people."

Friday an accurate list of all active (dues-paying) members of every social unit, whether rushing this quarter or not, must be in Central Rush Committee's box before 5 p.m., said Duffin.

October 21-22 will be sign-up days for interested rushers in the Inter-Organizational Council's office.

Openhouses will be held Oct. 23 for all rushing units in places designated by the central committee.

Rush week will be from Oct. 24 through Nov. 2. At least one, and not more than three, rush parties will be allowed during this time.

Social unit applicants must file with central committee in JOC office Nov. 5 and 6.

Units will vote on prospective membership Nov. 7 and must submit a preferential list into the Central Rush Committee before 10 p.m.

Rushers will be informed regarding social unit acceptance Nov. 9 and 10.

Goating activities will begin Nov. 11.

Transfers Meet For 'Fun Fest'

"Carry the Ball" theme of the transfer party which will be held 7:30 to 11:30 p.m., Friday evening in the Smith Family Living Center will feature Alma Heaton, BYU assistant professor of recreation.

All transfer students have been invited and part plans have been under the direction of Kathy McDonald and Harvey Merkley, co-chairmen. Other committee members are Larry Arnoldson, entertainment, Lee Ann Halls, refreshments, and Herbert Martin, records and microphones.

Record Forms Due For Graduate Test

Graduate students who are to take the Graduate Record Examination must submit applications as soon as possible. Applications announced Brigham Young University Testing Division.

Applications must be received by the Educational Testing Service on or before Nov. 1. Exam will be given Nov. 16 to all students applying for admission for the graduate school on a degree seeking basis.

Politicians Needed

Eight Freshmen cabinet positions are open to members of the frosh class, announced John Kindred, recently elected class president.

Signups for interviews may be made on the bulletin board, basement of Clark Student Service Center. Interviews are scheduled to be held in 140 Student Service Center, 3 p.m. to 4 p.m. Friday and 6 a.m. to 7 a.m. Monday. Frosh cabinet meets every week to discuss and enact all affairs and policies with the class officers.

Lambda Delta Sigma Schedules Fall Openhouse

Lambda Delta Sigma will hold meeting and openhouse Thursday in 1100 a.b. Smith Family Living Center.

All students interested in joining this group should attend the meeting at 6:45 to learn pledging requirements.

Chapter openhouses will meet at 7:30 p.m. in the following rooms: Alpha, 2241, Gamma, 227, Chi, 2260, Psi, 1219, Omega, 2308 and Omicron, 2307.

"Friendship" is the theme all the chapters will use to depict their various activities.

Lambda Delta Sigma was founded to build genuine Latter-day Saints' fellowship among college students.

Each fraternity has as its aim goal, fellowship. Gordon Burrell, LDS president, stated a ideal fellowship for a relatively few people who have that the group was not seeking social talent or accomplishment.

He added that believing in the brotherhood of man and the fatherhood of God makes the fraternity endeavor to bring warm fellowship to every student who needs it.

Lambda Delta Sigma puts on an assembly and has a banquet,

formal dance and sweetheart ball. The group also has interchapter exchanges.

Members of this group take programs to the mental hospital participate in intramurals and have a chorus.



Social Briefs

AFIO MAI will hold a meeting in room 346 McKay Building Thursday at 7:30 p.m.

Hobo party for **ALCYONE** members will be Thursday in the Hobo Building from 7:00 to 10:30 p.m. Wear hobo clothes, bring tin can, pie plate and spoon.

ATHENIAN members have scheduled a meeting for Thursday at 7:00 p.m. in 284 Eyring Science Center.

All **BRIGADIERS** will meet Thursday in room 235 Eyring Science Center at 7 p.m.

Officers of **CAMI** LOS meet Thursday at 6:30 and other members at 7:00 in 245 Eyring Science Center.

DANISH NORWEGIAN CLUB as scheduled a meet Thursday at 6:30 p.m. in 3228 Family Living Center.

Regular meeting of **FIDELAS** social unit will be held Thursday in room 208 McKay Building. Officers meet at 6:45 and members at 7 p.m.

Heels and hose for **KAPPA KPS** Thursday for their Culture Night in 215 Eyring Science Center at 7:30 p.m.

KRI VEDA will hold their meeting Thursday in room 385 McKay building at 6:30 p.m.

KODIO CLUB meeting Thursday at 7:00 p.m. in Room 390 Eyring Science Center.

Members of **VAL NORN** Social Unit meet at 6:30 Thursday in 211 McKay Building. Officers will gather at 8 p.m.

VIKINGS have planned a meet at 7 p.m., Thursday. Officers will meet at 6:00 in 260 Eyring Science Center.

First political meeting of the **YOUNG REPUBLICANS** will be held at 7:30 p.m. Thursday in 201 Smith Family Living Center. All interested students are invited to attend.

All return missionaries from **BAZIL** will meet Thursday at 6 p.m. in 3232 Smith Family Living Center.

NAUTILUS will meet Thursday at 7:30 p.m. in 349 McKay. Officers meet at 6:30.

Members of **O. S. TROVATA** all have a meeting Thursday at 6:30 p.m. at 80 W. 880 N. Officers meet at 6:15 p.m.

TOKALON unit has scheduled a meeting Thursday at 6:30 p.m. Officers meet at 6 p.m.

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Campus Society

Most Gentlemen Wed Brunettes So Females Color Hair Brown

NEW YORK—Men "Gentlemen prefer blondes . . . but they marry brunettes."

And that, says Willard Gidwitz is the reason old-fashioned brown is still the most popular hair color in the U.S.

"We sell more brown hair dye than anything else," explained the hair products manufacturer from Chicago. "It's considered the most 'natural' hair color . . . by men."

Gidwitz, one of three balding brothers who masquerade as a fictional beauty named "Helene Curtis," admitted that what men like determines what hair products are sold to women.

Permanent waves, for instance, are a multi-million dollar item because "men think wavy hair is feminine; straight hair is masculine."

"A girl with straight slick hair may be stylish, but most men consider a boy-cut unromantic. It's a very rare woman who doesn't care what men think. As a result no straight hair style

has ever been successful in America."

The amiable Gidwitz, whose products are sold in most beauty parlors and drug stores, adds that it's "men who have made beauty the third biggest business in the U.S."

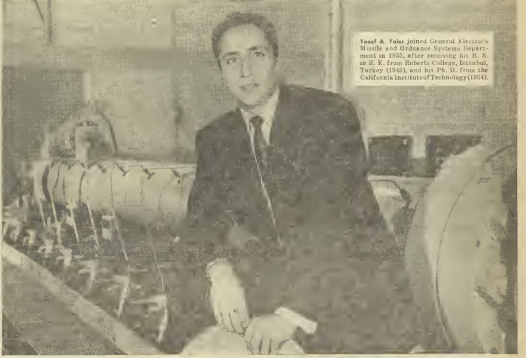
"No girl ever really combs a man out of her hair these days," he grinned. "All advertising is keyed to man-appeal. We sell romance with every hair product. Why?"

"Well, did you ever see a bald-headed pin-up girl?"

"Hair is a woman's crowning glory."

Daykin's SHOE REPAIR
89 North University
Across from the First Security Bank

IT'S IN THE BOOK—Gordon Burrell, LDS president tells Jeff Circuit, Barbara Barry and Scott Morgan, other officers to explain to new members that Lambda Delta Sigma is an organization with fellowship for everyone



Yusuf A. Yoler joined General Electric's Missile and Ordnance Systems Department in 1955, after receiving his B. S. in E. E. from Roberts College, Istanbul, Turkey (1949), and his Ph. D. from the California Institute of Technology (1954).

"In a big company, a young man can get to tackle big jobs"

"The thing that has impressed me most in my two years at General Electric," says 28-year-old Yusuf A. Yoler, manager of Aerodynamics Laboratory Investigations, "is the challenging opportunity open to young people here. My field is guided-missile research—the nation's top-priority defense job. Because of the scope of the company's research and development program, I've had the opportunity to work with technical experts in many related fields. And I've seen at first hand the responsibility which General Electric has given to younger men—proof to me that in a big company a young man can get to tackle big jobs."

gramed by the U. S. government. Yoler, who is playing an important role in this work, directed the design and development of the world's largest hypersonic shock tunnel—a device which will "test-fly" missile nose cones at speeds over 15,000 mph.

Progress in research and development—such as in every other field of endeavor—depends on how well young minds meet the challenge of self-development. At General Electric there are more than 29,000 college graduates, each of whom is given the opportunity to develop to his fullest abilities. In this way, we believe, everybody benefits—the individual, the company, and the country.

The research being done by Dr. Yusuf A. Yoler is significant not only to himself, but to General Electric and the security of the nation as well. At present, the company is participating as a prime contractor on three of the four long-range ballistic missiles pro-

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